

## CLAIMS

1. A metal colloid luster color material comprising a core material and a metal colloid particle.

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2. The metal colloid luster color material according to Claim 1,

wherein said metal colloid particle is adherent to the surface of said core material.

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3. The metal colloid luster color material according to Claim 1 or 2,

wherein the metal species of said metal colloid particle is at least one member selected from the group consisting of gold, silver, and copper.

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4. The metal colloid luster color material according to any of Claims 1 to 3,

wherein said core material is a metal flake or an inorganic flake.

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5. The metal colloid luster color material according to any of Claims 1 to 4,

which further comprises an organic component.

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6. A method of producing a metal colloid luster color material,

which comprising a step of causing a metal colloid particle in solution to undergo adhesion to a surface of a core material.

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7. The method of producing a metal colloid luster color material according to Claim 6,

wherein an organic component is used for said adhesion.

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8. The method of producing a metal colloid luster color material according to Claim 7,

wherein said organic component is derived from the metal colloid particle or the core material.

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9. The method of producing a metal colloid luster color material according to Claim 8,

wherein said organic component further contains one not derived from the metal colloid particle or the core material.

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10. The method of producing a metal colloid luster color material according to Claim 8,

wherein said organic component is one not derived from the metal colloid particle or the core material.

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11. The method of producing a metal colloid luster color material according to any of claims 6 to 10,

wherein said adhesion is performed by addition of a poor solvent for said organic component.

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12. A metal colloid luster color material as obtained by the method of producing a metal colloid luster color material according to any of Claims 6 to 11.

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13. A coating composition containing the metal colloid luster color material according to any of Claims 1 to 5 and 12.

14. A coating film resulting from the coating composition according to Claim 13.

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